

Business Strategy and DX in Times of Changes -benefits and challenges-

Free

Lecturer

Prof. Takamasa Fujioka, PhD

Graduate School of Global
Business, Meiji University,
Japan/
Director, Sasin Japan Center
at Sasin School of
Management of Chulalongkorn
University, Thailand



Guest Speakers

*"Improving customer satisfaction using
DX (SNS) x Project Management
techniques"*

Mr. Motoki Shiho

Sales Manager, Sales Division,
CKD Thai Corporation Ltd.

*"Data utilization for supply chain
improvement"*

Mr. Hiroshi Iwai

Managing Coordinator,
Product Strategy Planning Division,
Hino Motors Asia Ltd.

**Thu. 17 February 2022
10:00AM~1:00PM (IST)**

<Lecture Content>

- 1) DX case examples in the Japanese manufacturing industry
- 2) The process of driving DX to success
- 3) Human resources development for DX promotion
- 4) Challenges in promoting DX (e.g. impact on employment)

**AOTS Certificate
will not be
awarded
for this webinar.**

**Participant
Limit**

200 persons

*Implemented with the
subsidy from the Japanese
Government.

Deadline

**Thu. 27
January 2022**

**Target
Participants**

Mainly **Company Owners, Executives,
Senior Managers from manufacturing
companies** in India (20 years old and over)

Method

**Cisco Webex
(Online Webinar
System)**

Inquiry

AOTS Overseas Cooperation Group
TEL : +81-3-3888-8256
Email: webinar-kaikyo@aots.jp

Language

English



Website: <https://www.aots.jp/en/>



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